

Course No: MGNE 3016
Course Title: Entrepreneurship and
Small Business Management
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No. of Questions: (3)
Time: (1)hour

University of Palestine



2nd Midterm Exam

2018/2019

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Student No.: _____

Student Name: _____

College Name: Management & Business

Dep. / Specialist: _____

Please, answer all the following questions:

Question One:

(5 marks)

A) Complete with the appropriate scientific term:

(2 marks)

- (.....) a document that states all of the terms of operating the partnership for the protection of each partner involved.
- (.....) it is strategy builds on differences among market segments.
- (.....) a corporation that has a large number of shareholders and whose stock usually is traded on stock exchanges.
- (.....) the values that the combination of goods and services that a business delivers to customers to create sustainable competitive edge.

B) Mention to:

(3 marks)

- Two advantages of the sole proprietorship:

1- 2-.....

- Two disadvantages of the corporation:

1- 2-.....

- Two drawbacks of buying a franchise:

1- 2-.....

Question Two: complete with the appropriate administrative term

(5 marks)

- As an entrepreneur, the first step in the strategic management process is developing and translate it into
- The second step, I need to assess the company's and

- In the third step, I need to scan the environment for
and
- Then the fourth step, I have to identify Which means the factors that influence a company's ability to compete successfully in an industry.
- After that I have to analyze the competition because doing that will help me toand
- Then I have to put goals, objectives and formulate which means my road map that guides my project through this tough environment.

Question Three:

(5 marks)

1- As an entrepreneur, explain how you can establish accurate controlling at your strategy.

(2.5 marks)

2- If you want to make a decision about going on contract with new franchise or established one, which one do you prefer? and why?, explain. (2.5 marks)

GOOD LUCK